

City of London
November 27, 2015
News Release

Waste Reduction Week contest winner announced

As part of National Waste Reduction Week, Londoner David Gonzales received a \$1,500 grocery store gift card from the Carton Council of Canada for taking part in the City's 'Cartons & Cups are Containers' contest.

The City of London partnered with the Carton Council of Canada and Tim Hortons to promote a recycling contest that would encourage Londoners to correctly sort their cartons and cups and other recyclables. During Waste Reduction Week inspections of randomly selected Blue Boxes/Blue Carts occurred in each collection zone. Each day five households and one multi-residential building were selected to win a \$50 Tim Hortons' gift card if their recycling was correctly sorted. These 35 winners were entered into a draw for the grand prize of a \$1,500 grocery store gift card.

"Congratulations and thank you to all Londoners for participating and continuing to play a role in helping us build a more sustainable city," said Mayor Matt Brown. "Together, we can build a strong and healthy environment by continuing to expand support for residents and community driven initiatives that encourage waste reduction and other environmentally friendly behaviours."

"We are delighted to support this initiative, which aligns very well with the Carton Council's mission to help boost carton recycling in Canada," Isabelle Faucher, Managing Director, Carton Council of Canada. "The campaign reminded residents to recycle all cartons for their food and beverages such as milk, juice and soup, as well as motivated the correct placement of cartons in the "Container" Blue Box, facilitating their sorting at the recycling facility and ensuring that cartons are recycled to their highest potential."

"Congratulations to all of the winners in the City of London's "Cartons & Cups are Containers" contest," said Carol Patterson, Senior Director, Government Affairs and Sustainability, Tim Hortons. "We applaud the efforts of residents and the City alike to improve the collection and recycling of cartons & cups."

For more information on recycling and how to [Sort it Right](#) visit london.ca/recycle

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From left to right: Isabelle Faucher, Managing Director, Carton Council Canada, David Gonzales, contest winner, and Anne Boyd, Manager, Waste Diversion Programs for the City of London.